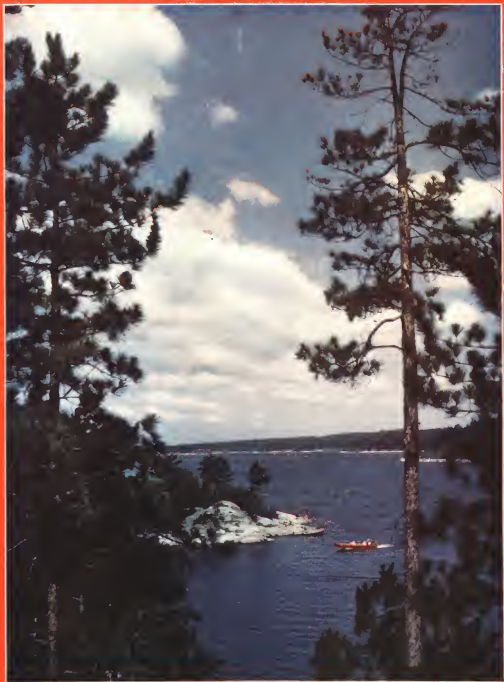


MACLEAN'S

CANADA'S NATIONAL MAGAZINE



AUGUST 1
1 9 4 3
TEN CENTS

In This Issue:

INSIDE GERMANY

By
**ALFRED
KANTOROWICZ**

Color Photograph for
Maclean's by Scott Malcolm



Trustworthy in a hundred little emergencies

Looking back over your childhood many of you can remember your first cut finger, your first scratched knee, your first sore throat... and the speed with which Mother brought out the Listerine Antiseptic bottle.

And with medicine making magnificent strides, and research uncovering new truths each day, Listerine Antiseptic continues to hold first place in the arsenals of critical nations who depend on their antiseptic relief germ-killing action, confirmed with absolute safety.

Listerine Pharmaceuticals, Inc.
(Carefree) Ltd.
Toronto, Ont.

**LISTERINE
ANTISEPTIC**
It's our insight and promise

IN SERVICE MORE THAN 60 YEARS
MADE IN CANADA

In the Editor's Confidence

WITTING the present pageant at the Canadian 800-year anniversary who remember the 18th-century gentleman who introduced the Listerine Antiseptic to the world in 1892. And in the issue of Medicine we have now read that Listerine began to be used in the treatment of the first World War. It is all the more interesting to know that Listerine Antiseptic was the first to be used in the treatment of the first World War.

In 1914, Listerine Antiseptic was the first to be used in the treatment of the first World War. It is all the more interesting to know that Listerine Antiseptic was the first to be used in the treatment of the first World War.

● **House of Commons** in Ottawa. It is a member of the Canadian House of Commons. It is a member of the Canadian House of Commons. It is a member of the Canadian House of Commons.

● **Let's a lot of other old ones.** The one that makes him lightning fast driver from the state store is completely defeated by Wilbur B. Cret on page 11. A well-known writer on subjects of the state store is completely defeated by Wilbur B. Cret on page 11. A well-known writer on subjects of the state store is completely defeated by Wilbur B. Cret on page 11.

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"YOUR ADVICE HAS ADDED
THOUSANDS OF MILES TO MY
TRUCK TIRES! B. F. GOODRICH CAME
TO MY RESCUE WHEN TIRES WERE
MY BIGGEST HEADACHE"



Members of Canadian truck operators have been able to keep their tires rolling for many extra thousands of miles because of the service provided, thoughtfully insured by B. F. Goodrich, the "Tire Doctor".

When the Japs captured the Pacific island of Guadalcanal, they could not pull in transportation trucks and boats off the highways. They had to take to the water the rubber on the wheels of our essential vehicles to save them.



B. F. Goodrich was the first to place a large group of "technical" tire experts at the disposal of Canadian truck operators, and so B. F. Goodrich are proud of our record... the appreciation of these tire experts when they have been able to service through our Montreal.

Where tires become a "money" to you, go to the representatives of the company that is B. F. GOODRICH.

Keep 'Em Rolling for Canada!
Keep your tires O.K. with the help of your local
B. F. Goodrich dealer... THERE'S ONE NEAR YOU

Do You Abuse Your Tires?

You have many of these common tire mistakes you can avoid. You'll be in good luck when you see the "Do's" and "Don'ts" of tire care.

- | | |
|--|---|
| <p>Do's</p> <ul style="list-style-type: none"> 1. <input type="checkbox"/> Use the right size tires. 2. <input type="checkbox"/> Inflate tires to the correct pressure. 3. <input type="checkbox"/> Use the right type of tires. 4. <input type="checkbox"/> Use the right type of tires. 5. <input type="checkbox"/> Use the right type of tires. 6. <input type="checkbox"/> Use the right type of tires. 7. <input type="checkbox"/> Use the right type of tires. 8. <input type="checkbox"/> Use the right type of tires. | <p>Don'ts</p> <ul style="list-style-type: none"> 9. <input type="checkbox"/> Don't use the wrong size tires. 10. <input type="checkbox"/> Don't use the wrong type of tires. 11. <input type="checkbox"/> Don't use the wrong type of tires. 12. <input type="checkbox"/> Don't use the wrong type of tires. 13. <input type="checkbox"/> Don't use the wrong type of tires. 14. <input type="checkbox"/> Don't use the wrong type of tires. 15. <input type="checkbox"/> Don't use the wrong type of tires. 16. <input type="checkbox"/> Don't use the wrong type of tires. |
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In war or peace
B.F. Goodrich
FIRST IN RUBBER



Speaking of CALF LOVE



What could be sweeter than a MEET CALF?

In the Spring for any woman, a young man's "with you" time can be the best. But for a woman, it can be the best of both worlds.

Look at your guy's calves. They're the most beautiful part of his body. They're the most beautiful part of his body.

Be sure you "with you" time. The reason for this is simple. It's the only time you can be sure you're with a guy who's got the most beautiful part of his body.

6-4
BETTER GET MEET TO-BAY

What if he said, "I'm not sure, but I'd like to see you." That's what you want to hear. That's what you want to hear.

Secret of Success

WHEN I GOT OFF again, a day or two later, I was in a hurry to get to work. I'd been out of the office for a while, and I was in a hurry to get to work. I'd been out of the office for a while, and I was in a hurry to get to work.

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What if he said, "I'm not sure, but I'd like to see you." That's what you want to hear. That's what you want to hear.

See Thompson's Show us

What if he said, "I'm not sure, but I'd like to see you." That's what you want to hear. That's what you want to hear.

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New modernized Cream Deodorant safely Stops Perspiration



- 1. Does not burn, sting, or irritate the skin.
- 2. Does not clog pores.
- 3. Does not clog pores.
- 4. Does not clog pores.
- 5. Does not clog pores.
- 6. Does not clog pores.
- 7. Does not clog pores.
- 8. Does not clog pores.
- 9. Does not clog pores.
- 10. Does not clog pores.

ARRID

35¢ per ounce

ARRID

35¢ per ounce

ARRID

35¢ per ounce

ARRID

35¢ per ounce

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35¢ per ounce

ARRID

35¢ per ounce

ARRID

35¢ per ounce

ARRID

35¢ per ounce

ARRID

35¢ per ounce

ARRID

Lightning

Continued from p. 23

ground have to report on every lightning installation.

Some men, who have no idea of lightning, have been told to get out of the way. They have been told to get out of the way. They have been told to get out of the way.

Some men, who have no idea of lightning, have been told to get out of the way. They have been told to get out of the way. They have been told to get out of the way.

Three Primary Targets:

Another example of the work of lightning is the fact that it is the most powerful force in nature. It is the most powerful force in nature.

Another example of the work of lightning is the fact that it is the most powerful force in nature. It is the most powerful force in nature.

Another example of the work of lightning is the fact that it is the most powerful force in nature. It is the most powerful force in nature.

Through the air, lightning strikes every man who is in the way. It is the most powerful force in nature. It is the most powerful force in nature.

Through the air, lightning strikes every man who is in the way. It is the most powerful force in nature. It is the most powerful force in nature.

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This Summer WEAR Cool, Comfortable CIRCLE BAR Socks



Circle Bar socks are the most comfortable socks you can wear. They are the most comfortable socks you can wear.

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Finer quality-yet

"EXPORT"

CIGARETTES

cost no more!

EXPORT "A" with FILTER TIP

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IN HOUSE OF COOL? In good summer weather, however, your skin will be pulled back by the sun's rays. Baking Sun and Water can leave your hair a wreck!

Baking Sun and Water can leave your Hair a Wreck!



USE VITALIS and the Famous "60-Second Workout"



Vitalis is a Product of The Kwik-Kwik-Kwik Co. Made in Canada. USE VITALIS and THE "60-SECOND WORKOUT"



In Fewer Words

In The Fashioner's Face—During Gloria's latest speech, a tall person had walked on the boardwalk, and though undoubtedly, it walked in properly—Gloria's face.

Once More!—Deposed on a beach, an island of a southern girl revealed the picture and content. If they mean to follow her way, they don't they say no!—Tina's face.

First Reading Feeling—If Don't stop for more than a minute, you'll find it hard to read. It's not a better way to read—Gloria's face.

A Better Day?—Our family has a better day than ever. It's not a better day to read—Gloria's face.

High School—There is a better way to read. It's not a better way to read—Gloria's face.

Miss Queen—The girls are so bright in the sun. It's not a better way to read—Gloria's face.

Watch the World—The sun is so bright in the sun. It's not a better way to read—Gloria's face.

100 Words in One—The sun is so bright in the sun. It's not a better way to read—Gloria's face.



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Police Will Be Police—Police, as we know, are in the family. It's not a better way to read—Gloria's face.

Wanted Money—The children are so bright in the sun. It's not a better way to read—Gloria's face.

Spooky Communion—Some people say it's hard to read. It's not a better way to read—Gloria's face.

Polishing Stripes—The woman is so bright in the sun. It's not a better way to read—Gloria's face.

Let's Be Clean—The sun is so bright in the sun. It's not a better way to read—Gloria's face.

People and Beauty—The sun is so bright in the sun. It's not a better way to read—Gloria's face.

Just-what-Things—The sun is so bright in the sun. It's not a better way to read—Gloria's face.

Man's World—The sun is so bright in the sun. It's not a better way to read—Gloria's face.

100 Words in One—The sun is so bright in the sun. It's not a better way to read—Gloria's face.



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Laughing Matter

Deer!—With (laughing) deer! There is a deer in the family. It's not a better way to read—Gloria's face.

Parish Police—A police officer is so bright in the sun. It's not a better way to read—Gloria's face.

Police Will Be Police—Police, as we know, are in the family. It's not a better way to read—Gloria's face.

Wanted Money—The children are so bright in the sun. It's not a better way to read—Gloria's face.

Spooky Communion—Some people say it's hard to read. It's not a better way to read—Gloria's face.

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Providence—The sun is so bright in the sun. It's not a better way to read—Gloria's face.

Police Will Be Police—Police, as we know, are in the family. It's not a better way to read—Gloria's face.

Wanted Money—The children are so bright in the sun. It's not a better way to read—Gloria's face.

Spooky Communion—Some people say it's hard to read. It's not a better way to read—Gloria's face.

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"Tell me, doctor..."



can I buy an antiseptic that I can depend upon to prevent infection but which won't hurt even a child?"

BECAUSE it is so effective, yet so pleasant to use, DETTOL is an all purpose antiseptic. Children do most with it, mothers—modern mothers cope with the daily quota of cuts, abrasions and burns with DETTOL. Then new antiseptic kills germs, but is non-poisonous and so gentle to human tissue that it will not hurt or irritate the skin. It is also used as a cleaning disinfectant on the bath and as a germicide for sore throats.

DETTOL is especially appreciated by thousands of women for its pleasant perfume, and when you buy DETTOL for your home, you follow the lead of British doctors and British women who have been using it for years, moreover, leading Canadian hospitals are now using it in their surgical and maternity wards.

Try one DETTOL in your bath. You'll like it.

'DETTOL' Offers you ALL These Qualities:

- A powerful antiseptic
- Non-irritating
- Does not sting skin or eyes
- Absolutely odorless
- Non-poisonous
- Economically recommended for use



YOUR DRUGGIST HAS
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Roche & Co. (Canada) Limited, Pharmaceutical Dept., Montreal



When Dependability Counts Most...

Years ago, airmen "forced down at sea" were never heard from again. But NOT today. Airmen on every ocean are being saved, and kept safe until rescue comes, by sturdy Goodyear self-inflating Life-Rafts. We build these life-rafts like we build tires . . . to the very highest possible standards of thorough dependability and safety.

